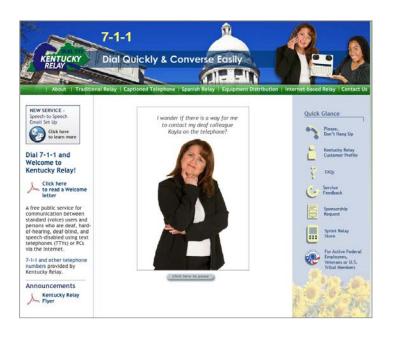
# Appendix G: Screenshots of Relay KY Website

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#### Kentucky Relay - www.kentuckyrelay.com







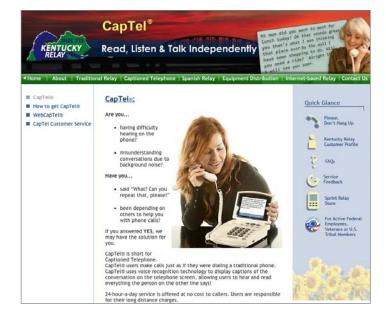






#### Kentucky Relay - www.kentuckyrelay.com







# Appendix H: Copies of Annual Report

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## **2011 ANNUAL REPORT**



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#### **Emma Danielson**

Relay Program Manager 2055 W. Iles, Suite D Springfield, IL 62704 emma.danielson@sprint.com (877) 698-5520 TTY



Dear Mr. Stevens,

Sprint is extremely pleased to have been awarded the three-year Kentucky Relay contract from March 1, 2011 to February 28, 2014. This first-ever Kentucky Relay annual report reflects the nine-month period from March 1 to December 31, 2011.

Outreach marketing materials were created during this period, providing education about Kentucky Relay, with an emphasis on telecommunications relay service (TRS) and CapTel products and services along with Internet-based relay products and services. Materials included:

- Logo
- Website
- Brochure
- TRS flyer for all relay users, including phone numbers to call those who are deaf, hearing, hard of hearing, deaf-blind or speech-disabled
- Television public service announcement (PSA) about CapTel during two periods:
   April 25, 2011–June 27, 2011 for 1,152 broadcasts
   October 31, 2011–January 9, 2012 for 1,156 broadcasts

To help promote relay outreach education across the state of Kentucky, two subcontractors were hired in October.

Sprint is committed to top-notch customer service, and is grateful for recognition by the Paisley Group for providing the best in TRS customer service and typing speed. The Federal Communications Commission mandates that Relay Operators (RO) type at least 60 words per minute (wpm); Sprint ROs averaged 82 wpm. In addition, the CapTel customer service department offers extended hours to better accommodate customers' schedules.

Sprint looks forward to continuing to work closely with the Kentucky Public Service Commission, the Kentucky Commission for the Deaf and Hard of Hearing, state relay users and the general community for the next two years, sharing Kentucky Relay's services and products.

Sincerely,

Emma Danielson



## Outreach

Sprint was awarded the new Kentucky Relay contract and as a result, outreach education materials were developed from scratch and finalized. To show and explain telecommunications relay service (TRS) products and services, various mediums were used.

See appendices for a listing of outreach activities performed and budget.



### Logo

Sprint offered to to have the Kentucky Relay logo designed for the Kentucky Public Service Commission. The Public Service Commission finalized the new logo, designed by a graphic designer who is deaf.

### **Website**

The Kentucky Relay website at www.kentuckyrelay. com contains helpful information on various topics, such as:

- TRS
- CapTel
- Spanish Relay
- Internet-based relay
- Equipment loan program



#### The website also provides:

- A *Please, Don't Hang Up* contact form, where customers let us know if they were hung up on because someone didn't understand relay service.
- A Kentucky Relay Customer Profile to set personal preferences such as preferred carrier of choice.
- A Service Feedback link to share feedback about Kentucky Relay.
- Links to open-captioned video clips of relay products and services, flyers, and other resources.

### **Website Statistics**

To monitor trends on the Kentucky Relay website, the Relay Program Manager received a monthly statistics report identifying which pages were accessed most often. From March 1, 2011 to December 31, 2011, there were 57,819 hits to the website, representing the total of requests made to the server during the given time period. Figure 1 provides a monthly breakdown. The significant increase in December can be attributed to the televised CapTel public service announcement.

Fig. 1: Website Statistics					
March	3,925	Aug.	4,888		
April	3,544	Sept.	3,417		
May	4,677	Oct.	4,911		
June	5,778	Nov.	6,431		
July	6,317	Dec.	13,931		



## **Brochure**

To promote Kentucky Relay services, an all-in-one brochure was created to explain the myriad relay products and services, since many consumers benefit from more than one relay service. In addition, the brochure contains information such as how to apply for telecommunications equipment from Kentucky's equipment loan program via the Kentucky Commission for the Deaf and Hard of Hearing Telecommunications Access Program (TAP).





TRS Flyer

A two-page flyer (at left) was developed that listed the various TRS numbers for specific services. The new numbers for Voice Carry-Over and Spanish-to-English services are noted.

## Marketing

### **Public Service Announcement**

Kentucky Relay promoted CapTel products and services by broadcasting a public service announcement (PSA) on television 1,152 times between April 25 and June 27 and 1,156 times between October 31, 2011 and January 9, 2012 for a total of 2,308 broadcasts in the areas of:

- · Bowling Green
- Lexington
- Louisville
- Paducah–Cape Girardeau, MO

The PSA, which showed Kentucky Relay's website address, was aired during high-visibility programs such as:

- AM Kentucky
- Good Morning America
- LIVE! With Regis & Kelly
- The Ellen DeGeneres Show
- The Oprah Winfrey Show
- The Price is Right
- TODAY
- Judge Jeanine Pirro
- The Dr. Oz Show
- Montel Williams
- Anderson Cooper 360°
- The Steve Wilkos Show
- The View
- Judge Judy
- Rachael Ray Show
- The Big Bang Theory
- Various news programs



The PSA was also aired during several local news broadcasts and other popular shows.



## TRS Enhancements

Sprint provides monthly training updates to its relay operators, performs quarterly quality tests to ensure its relay operators are up to date on current practices and knowledge and provides refresher training. TRS enhancements are also continually honed to ensure the very highest quality in relay services.

## **CapTel Customer Service Hours**

In June 2011, Sprint extended its CapTel customer service hours to seven days a week. Hours of operation are Monday-Friday, 7 a.m. to 7 p.m. Central, and Saturday-Sunday 8 a.m. to 5 p.m. Central. Customer service is closed on Easter, Memorial Day, Independence Day, Labor Day, Thanksgiving, Christmas, and New Year's Day.

## Sprint Relay Earns Top Honors for Best Overall Customer Care and Speed of Service from Paisley Group

Overland Park, Kan., April 19, 2011—Sprint announced that it has earned top honors in Customer Care and Speed in the 2011 Paisley Group National Relay TTY Performance Index™. Sprint Telecommunications Relay Services (TRS) enable text-telephone (TTY) callers and hearing callers to communicate with one another via trained relay operators.

Paisley's National Relay TTY Performance Index included several domestic TRS providers. In the Overall Customer Care category, Sprint was the only provider to earn a perfect score. The category captures the number of critical errors that relay providers make when relaying messages (such as errors that change the meaning of the message).

In the Speed category, Sprint's relay operators earned best in class honors, exceeding the Federal Communications Commission mandated typing speed (82 words per minute versus the mandated 60 words per minute).

Sprint ranked as the best in overall WPM and Passed Calls. Sprint's blazing-fast third generation

TRS platform also contributed to the win. "Speed makes a difference in the relay industry—when callers receive faster service, government entities responsible for funding relay services are charged less time per call," said Jeff Rudolph, President and CEO of The Paisley Group Ltd. "Sprint's average conversation length of three minutes exceeds the three minutes and twenty-one seconds industry mean (2011) and stands in testament to an organization dedicated to optimal efficiency."

Sprint Relay Director Mike Ellis said, "The Paisley Group's report underscores Sprint's commitment to its customers. It has been our goal to deliver the best quality in relay services over the past 20 years, and we've consistently achieved it."

About Paisley Group, Ltd.

The Paisley Group is the leading third party quality assurance organization and independent research firm. The Paisley Groups' professional analysis provides root cause data necessary for performance benchmarking and continuous contact center improvements. Learn more about The Paisley Group at www.thepaisleygroup.com.



## **Kentucky Relay Statistics**

**Telecommunications Relay Service** 

The following charts indicate trends in the annual total number of session minutes and calls, relayed call volume, call origination, average speed of answer and service level, and contacts with customers. The numbers reflect the traditional relay services (such as TTY, Voice, Spanish TTY and Voice, VCO, Telebraille, and STS) currently provided by Kentucky Relay beginning March 1, 2011.

See appendix for a complete statistics report.

#### Session Minutes

Figure 2 displays the total monthly session minutes processed through Kentucky Relay. The total of 325,582 minutes includes all aspects of TRS services except Speech-to-Speech and CapTel.

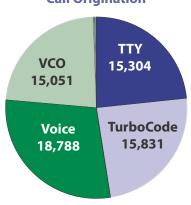
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Rel	ave	d Ca	II Va	olume

Figure 3 depicts the total number of completed calls processed through Kentucky Relay. The total of 147,745 calls include local, intrastate (both intralata and interlata), interstate, general assistance, toll-free, directory assistance, international and busy ring/no answer.

Fig. 2: Session Minutes					
March	34,468	Aug.	33,145		
April	32,202	Sept.	32,259		
May	32,695	Oct.	31,776		
June	30,727	Nov.	32,194		
July	31,122	Dec.	34,994		

Fig. 3: Relayed Call Volume					
March	15,146	Aug.	17,947		
April	15,062	Sept.	14,401		
May	14,690	Oct.	14,003		
June	13,951	Nov.	14,015		
July	14,223	Dec.	14,307		





ASCII: 6 HCO: 190 Deaf-Blind ASCII/Baudot: 41

#### **Call Origination**

On average, TTY and TurboCode consumers originated the highest number of call types for Kentucky Relay calls. Figure 4 lists the call types by number of calls.

## Average Speed of Answer and Service Level

Figure 5 illustrates that Kentucky Relay exceeded the speed of answer requirement throughout the year. Speed of answer identifies the number of seconds required to answer a call. The daily requirement is that 85% of all calls

	Fig. 5: ASA and SVL					
Month	ASA	SVL	Month	ASA	SVL	
March	1.1	95%	Aug.	.8	96%	
April	.8	96%	Sept.	1.3	95%	
May	.8	96%	Oct.	1.0	96%	
June	1.0	95%	Nov.	1.4	95%	
July	.9	97%	Dec.	.9	96%	

be answered within 10 seconds. The Average Speed of Answer (ASA) for this fiscal year was **1.0 second** and the Service Level (SVL) was **95.7% of calls** answered within 10 seconds.

#### FCC Annual Consumer Contact Log

Kentucky Relay Customer Service handled consumer contacts such as:

- Consumer database profiles
- Technical issues
- Operator performance
- Informational materials
- Commendations

Each request from a relay user is given full attention and every effort is made to satisfy the customer. The Relay Program Manager prepares and submits the Federal Communications Commission (FCC) Annual Consumer Contact Log Report to the Kentucky Relay Public Service Commission administration, which, in turn, submits the report to the FCC. For this TRS calendar year, there was one commendation and no complaints.

#### **Projected TRS Traffic Statistics**

Traffic projections help Sprint and Kentucky Relay plan ahead in order to meet certain needs for TRS. Figure 6 shows the projected numbers for January to December 2012 TRS billable session minutes, totalling 316,438 minutes.

Fig. 6: Projected TRS Traffic Statistics					
Jan.	29,250	July	24,838		
Feb.	27,417	Aug.	26,408		
March	28,174	Sept.	25,754		
April	25,827	Oct.	24,778		
May	26,482	Nov.	25,208		
June	24,434	Dec.	27,868		

## CapTel

The following charts demonstrate the trends of our annual total number of CapTel conversation minutes and calls, call origination and contacts with customers. The numbers reflect the CapTel relay service currently provided by Kentucky Relay for the first nine months, beginning March 1, 2011.

#### Conversation Minutes

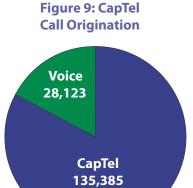
A breakdown of monthly minutes is shown in Figure 7. The total for this fiscal year was 477,944 CapTel conversation minutes, reflecting a 5.3% increase in a span of nine months.

Fig. 7: CapTel Conversation Minutes					
March	49,838	Aug.	47,375		
April	48,258	Sept.	42,640		
May	50,515	Oct.	45,867		
June	46,650	Nov.	48,972		
July	45,365	Dec.	52,463		

#### Call Volume

A total of 163,508 CapTel calls were generated this fiscal year. A breakdown of monthly call volume is displayed in Figure 8.

Fig. 8: CapTel Call Volume				
March	15,609	Aug.	17,462	
April	15,615	Sept.	15,045	
May	16,769	Oct.	15,061	
June	17,293	Nov.	15,947	
July	17,463	Dec.	17,244	



#### **Call Origination**

Figure 9 indicates that most Kentucky Relay CapTel calls were initiated by CapTel users.

#### FCC Annual Consumer Contact Log

The Relay Program Manager prepares and submits the Annual Consumer Contact Log Report to the Kentucky Relay Public Service Commission administration, which, in turn, submits the report to the FCC. For this CapTel calendar year, there were two commendations and one complaint.

Projected CapTel Traffic Statistics
Traffic projections help Sprint and Kentucky Relay plan ahead in order to keep up with CapTel trends. Figure 10 shows the projected numbers for January to December 2012 CapTel billable conversation minutes, totaling 449,679 minutes.

Fig. 10: Projected CapTel Traffic Statistics					
Jan.	40,996	July	34,786		
Feb.	36,835	Aug.	36,316		
March	39,647	Sept.	32,581		
April	37,937	Oct.	35,687		
May	39,423	Nov.	38,499		
June	35,195	Dec.	41,777		

## Sprint Relay Enhancements IP Relay

During the STARS conference in May 2011, Sprint launched two products:

- Mobile IP Relay for wireless devices
- Sprint Relay ID Pack, including Sprint Relay-based customized applications, wallpapers, widgets, and multimedia

Mobile IP Relay features include:

- Individual 10-digit number
- Saved conversations
- Customized font size, font colors and background colors
- Contact list, call history, and access to Sprint Relay customer service representatives
- Direct access to 911

Note: The FCC authorizes Internet Protocol (IP) relay. The Interstate TRS Fund, administered by Rolka Loube Saltzer Associates (RLSA), reimburses relay providers for intrastate and interstate minutes generated.

The State of Kentucky currently does <u>not</u> pay for IP relay services.



The Sprint Relay ID pack includes:

- Sprint Mobile IP: Access Sprint Relay on an Android
   —
   powered mobile device running OS 2.1 or higher
- AIM Instant Messenger: Access traditional relay services through AIM
- Calendar Notifier: Receive visual alerts and reminders of events
- Handcent SMS: Receive visual alerts and notifications of texts
- VideoPlayer: View captioned videos
- *Captionfish.com*: Locate captioned movies in specific geographical areas

Wireless CapTel by Sprint

In the fall of 2011, Sprint launched Wireless CapTel by Sprint for select Android™ devices with Android™ 2.2 or higher. The application is free, and requires registration verifying that the user is deaf or hard of hearing and is a resident of the United States. After registration, users receive a unique 10-digit phone number that they can use to receive captioned calls. Calls are free and require an active Internet connection.



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Also in the fall of 2011, the CapTel 800i phone software was expanded with new features, such as choosing from a fast-scrolling captioning or new smooth scrolling option. Another enhancement was the redesigned WebCapTel website at www. sprintcaptel.com. With easier navigation and clearer information, Sprint customers can find information quicker.







### **Wireless Devices**

The 4G Android™-powered product lines are one of several products that Sprint Relay offered in 2011 with a data-only plan at \$39.99 a month, available only to deaf or hard of hearing people. In October 2011, the iPhone® 4 and 4S became available to deaf or hard of hearing customers at \$54.99 per month. All wireless devices added to the Sprint Relay product line-up after mid-October 2011 were assigned the same monthly pricing plan as the iPhone®. Product information and pricing plans are available at www. sprintrelaystore.com.

## **Other Products and Services**

To learn about Sprint Relay's products and services, and for helpful links, visit www.sprintrelay.com.

## Sprint Relay Team Sprint Public Sector—Federal and State Government

William P. White

Vice President, Federal Programs

Mike Ellis

National TRS Director

Relay Program Management John Moore

**Branch Manager** 

**Angie Officer** 

Senior Relay Program Manager

**Emma Danielson** 

Relay Program Manager

Marketing and Product Development

Damara Paris

**Branch Manager** 

**Todd Bader** 

CapTel Manager

Corporate Sales
Maggie Schoolar

Branch Manager

**Andrew Brenneman** 

Corporate Sales Manager

Billing

**Kris Owara** 

Analyst

**Wireless Sales** 

**Ken Goulston** 

**Account Executive** 

Customer Service
Brian Adamson

Supervisor



## **Appendices**

## **Outreach Activities**

Date	Event	City	Relay (R), CapTel (C), Both (B)	Number of Participants	Presentation, Demonstration, Exhibit
March					
N/A					
April					
7	KY Advisory Board Meeting	Frankfort		8	Meeting
May					
N/A					
June					
16-19	KAD Conference	Lexington	В	80	Exhibit/Sponsor
19-23	American Association for the Deaf Blind Conference	Fort Mitchell	В	600	Exhibit
July					
N/A					
August					
18-28	Sponsored the KY Commission for the Deaf and Hard of Hearing's booth at the KY State Fair	Louisville	В	8,000	Sponsor
Septemb	er				
N/A					
October					
6	KY Advisory Board Meeting	Frankfort		10	Meeting
7	Trained two outreach contractors	Frankfort	В		Outreach Training
Novemb	er				
N/A					
Decembe	er				
N/A					
			TOTAL	8,698	

## Outreach Budget

Starting Balance:	\$50,000 (\$40K for outreach and \$10K for board meetings)					
Start Up Costs:						
Domain name						
Pictures for website						
Web designer's time						
Reserved Also network for KY Relay URL	\$4,463.27					
Outreach						
Two CapTel 800 phone for contractors						
Outreach contractors' training						
Outreach contractors' invoices						
Travel to KAD/AADB						
Four KY Relay shirts for contractors	\$3,972.64					
Marketing/Giveaways						
Developed KY brochures						
Printed KY and KY Braille brochures						
Printed KY Relay flyers						
Two KY Relay tablecloths						
KY Relay Hanging Banner						
Korem monthly map						
Developed KY DVD for deaf/blind conference	\$22,224.70					
Sponsorships	\$13,000.00					
Advisory Board Meetings						
Interpreters						
CART sesrvices						
Advisory board member reimbursements						
Travel expenses	\$3,986.10					
Phone Bills/Directory Listings	\$389.17					
Total Spent	\$48,035.88					

## TRS and CapTel Statistics

	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
Incoming Calls Offered	13,834	13,843	13,234	12,774	13,018	16,632	13,232	12,679	12,946	13,000	135,192
Incoming Calls Answered	13,473	13,550	12,923	12,378	12,677	16,303	12,826	12,358	12,521	12,630	131,639
Abandoned in Queue	361	293	311	366	341	329	406	321	425	370	3,523
Blockage	-	-	-	-	-	-	-	-	-	-	0
Total Number of Relayed Calls (Line 5)	15,146	15,062	14,690	13,951	14,223	17,947	14,401	14,003	14,015	14,307	147,745
Total Number of Completed Calls	5,245	4,810	4,993	4,708	4,984	4,946	4,835	5,202	5,092	5,220	50,035
Total Number of Subscribers/Users	6,015	6,437	5,902	5,648	5,555	6,956	5,670	5,329	5,584	5,368	58,464
Average Weekend Calls	379	407	402	374	376	367	363	329	370	353	3,720
Average Weekday Calls	527	543	503	498	498	653	523	510	502	506	5,263
SERVICE QUALITY											AVG.
Average Speed of Answer (ASA)	1.10	0.80	0.80	1.00	0.90	0.80	1.30	1.00	1.40	0.90	1.0
Service Level (SVL)	95%	96%	96%	95%	97%	96%	95%	96%	95%	96%	95.7%
											TOTAL
Complaints: TRS	-	-	-	-	-	-	-	-	-	-	0
Commendations: TRS	-		-	1	-		-	-			1
RELAY MINUTES OF USE											
Total <b>Session</b> Minutes of Service	34,468	32,202	32,695	30,727	31,122	33,145	32,259	31,776	32,194	34,994	325,582
Less Interstate Minutes	976	1,105	637	889	903	1,213	992	1,413	1,242	1,213	10,582
Less International Minutes	19	-	1	8	2	1	-	1	5	-	36
Less Interstate Toll-Free Minutes (51%)	2,101	1,437	1,619	1,776	1,667	1,600	1,681	1,893	1,981	1,757	17,511
Less Interstate Directory Assistance	-	7	8	-	18	4	6	-	-	-	44
Less 900 Minutes (51%)	-	-	-	-	-	-	-	-	-	-	-
Billable Minutes to State of KY	32,372	29,654	30,431	28,053	28,532	30,327	29,581	28,469	28,965	32,024	298,409
OUTBOUND CALLS BY PRODUCT TYPE									·		TOTAL
TTY	1,716	1,430	1,438	1,566	1,512	1,628	1,512	1,556	1,409	1,537	15,304
Turbo-Code	1,543	1,345	1,785	1,427	1,533	1,448	1,499	1,679	1,816	1,756	15,831
ASCII	-	-	-	-	-	2	-	4	-	-	6
Voice	2,140	2,023	1,704	1,546	1,761	1,836	1,805	2,131	1,981	1,861	18,788
Voice Carryover	1,510	1,579	1,454	1,514	1,598	1,618	1,496	1,397	1,399	1,486	15,051
Hearing Carryover	20	18	20	19	17	16	6	6	20	48	190
Deaf/Blind ASCII/Baudot	17	4	1	19	-	-	-	-	-	-	41
SPEECH-TO-SPEECH											
Total Speech-to-Speech Minutes	12	32	8	32	17	27	26	11	10	8	183
Less Interstate Minutes	-	-	-	3	-	-	-	-	-	-	3
Billable Intrastate STS Session Minutes	12	32	8	32	17	-	21	11	10	8	150
GRAND TOTAL BILLABLE SESSION MINS	32,384	29,686	30,439	28,085	28,549	30,327	29,602	28,480	28,975	32,032	298,559
СарТеІ											TOTAL
Call Count	15,609	15,615	16,769	17,293	17,463	17,462	15,045	15,061	15,947	17,244	163,508
Call Data	12,939	12,883	13,798	14,365	14,446	14,472	12,513	12,537	13,278	14,154	135,385
Call Voice	2,670	2,732	2,971	2,928	3,017	2,990	2,532	2,524	2,669	3,090	28,123
											AVG.
Average <b>Conversation</b> Minutes Per Call	3.19	3.09	3.01	2.70	2.60	2.71	2.83	3.05	3.49	3.04	3
Average Speed of Answer (ASA)	0.7	0.64	0.62	0.69	0.71	0.89	0.85	0.83	0.86	0.70	0.75
Service Level (SVL)	99.4%	99.6%	99.7%	99.3%	99.4%	98.6%	98.8%	98.7%	98.7%	99.4%	99.2%
SERVICE QUALITY											TOTAL
Complaints: CapTel		-		-	-	-	-	1	-		1
Commendations: CapTel	_	-	-	_	-	_	-		1	1	2

	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
Total CapTel Conversation Minutes	49,838	48,258	50,515	46,650	45,365	47,375	42,640	45,867	48,972	52,463	477,944
Less Interstate Conversation Minutes	9,205	9,600	10,316	10,829	9,990	10,416	9,371	9,547	9,829	9,874	98,978
Less International Conversation Minutes	5	7	5	10	33	48	22	0	41	6	178
Less Interstate Toll-Free Minutes (51%)	1,683	1,350	1,468	1,204	1,102	1,134	1,226	1,313	1,350	1,559	13,389
Less in 2 Line (11%)	453	469	451	436	467	520	389	360	375	464	4,383
Billable Intrastate CapTel Minutes	38,492	36,832	38,275	34,170	33,773	35,258	31,632	34,648	37,377	40,560	361,016